

2045867651

## SHIPMENT ACTIVITY THROUGH W/O 1/13/95

	SHIPMENT VOLUME (MM)			SHIPMENT SHARE (%)			INCOME FROM OPERATIONS		
	1994	1995†	1995*	1994	1995†	1995*	1994	1995†	1995*
Q 1	49.7	53.5	53.5	43.1	45.8	45.6			
Q 2	57.9	56.8	56.8	45.8	45.8	45.8			
Q 3	57.1	55.5	55.5	44.9	45.9	45.9			
Q 4	54.7	53.7	53.7	45.5	45.5	45.5			
Full Year	219.4	219.5	219.5	44.8	45.7	45.7			

	WEEKLY GOING RATES w/o 1/13/95				SHIPMENT SHARE w/o 1/13/95			PRICING w/o 12/31/94			
	4Q 1994	Q1 1995	WEEK	QTD	WEEK	13WM	QTD	WEEK	4WM	4 WAGO	
MARL	2,735	2,585	2,010	2,150	27.9		29.4	LOWEST	\$1.33	\$1.32	\$0.00
OPB	684	642	587	638	8.1		8.0	\$ GAP	\$0.55	\$0.60	(\$0.04)
PM DISC	785	831	587	836	8.1			% GAP	41.4%	45.5%	0.0%
PM-USA TOT	4,265	4,131	3,184	3,398	44.1		46.0	\$0.99 %	15%	15%	-1%
INDUSTRY			7,213	7,165							

\*Q1 1995 adj 800 ml MCS units

INVENTORY EXCESS (MM)

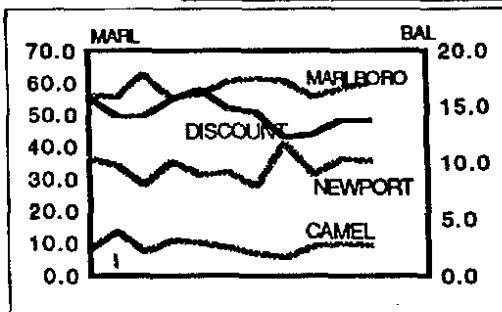
	LAST QTR	YAGO	WEEK
PM-USA			
RJR			
INDUSTRY			

MCLANE SUMMARY (MM)

	WEEK	QTD	YTD
INBOUND			
OUTBOUND			
NET CHG			

## 1995 PERFORMANCE BENCHMARKS (%)

	PM	MARL	OPB	VA SLIMS	B&H	MERIT	BASIC SOC	PL SOM	DISCOUNT	LOWEST	\$ GAP	% GAP
SHIPMENTS												
NIELSEN	46.6	29.4	8.3	2.7	2.2	2.6	15.0	7.1	32.2			



## YOUNG ADULT SMOKER VOLUMETRIC SHARES: LATEST 12 MONTHS

	1/94	2/94	3/94	4/94	5/94	6/94	7/94	8/94	9/94	10/94	11/94	12/94	1/95
MARL	56.2	55.5	62.7	55.2	56.3	60.1	61.2	60.5	55.5	58.0	59.7		
DISCOUNT	15.7	14.1	14.1	15.6	16.5	14.8	14.5	12.2	12.5	13.8	13.7		
NEWPORT	10.4	9.7	8.0	10.1	8.9	9.1	7.9	11.7	8.9	10.3	10.1		
CAMEL	8.2	13.5	7.4	10.8	10.0	8.4	6.7	5.5	9.1	9.8	9.2		

Source: PM Tracking